

# 2012 WEB ADVERTISING RATES

Modern Steel Construction's website, [www.modernsteel.com](http://www.modernsteel.com) features multiple opportunities for advertisers to connect with our readership online.

## Online Product Directory

MSC's online interactive Product Directory replaces monthly product lists in the print edition. The online Product Directory is searchable by product category. Search results are sorted to give the most prominent placement to upgraded listings and AISC Member listings. Rates are per month of exposure.

- Additional discounts are available to print advertisers based on their advertising program. Contact Louis Gurthet for details.
- NASCC: The Steel Conference exhibitors receive a 25% discount off Enhanced or Premium listings.

Listing Type	Monthly Rate	
	AISC Full and Associate Members	Non-Members
<b>Basic</b> Company name, phone number	—	No Charge
<b>Enhanced</b> Basic listing plus <b>live web site link</b> and 50-word description	No Charge	\$250
<b>Premium</b> Enhanced listing plus logo or photo and 100-word description	\$300	\$400

## Online Employment Ads

MSC's online employment section is fully searchable! Online employment ads will not appear in the print edition of *Modern Steel Construction*. Rates are per month of exposure.

- AISC Full and Associate Member companies receive one free 75-word online employment ad each calendar year; additional ads are discounted 10%.

Size	Frequency		
	1 month	3 months	12 months
<b>75 words</b>	\$240	\$210	\$195
<b>150 words</b>	\$330	\$300	\$285
<b>225 words</b>	\$500	\$460	\$435

## Online Banner Ads

MSC's website accepts banner advertising. Banner ads are available in a variety of sizes and with a selection of placement options. Advertiser supplies JPEG graphic, in RGB color format, with appropriate pixel size noted below. Rates are per month of exposure.

- AISC Full and Associate Members receive a 10% discount for online banner advertising.
- Additional discounts are available to print advertisers based on their advertising program. Contact Louis Gurthet for details.
- Placement options throughout the site are available. Contact Louis Gurthet for details.

Banner Type	Pixel Size	Exposure		
		3 months	6 months	12 months
<b>Large Button</b>	120 x 90	\$700	\$600	\$500
<b>Medium Button</b>	120 x 60	\$500	\$425	\$350
<b>Square Button</b>	120 x 120	\$900	\$765	\$630
<b>Vertical Banner</b>	120 x 240	\$1400	\$1190	\$980
<b>Skyscraper</b>	120 x 600	\$2100	\$1785	\$1470

Send material to:  
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“MSC is our  
**BEST ADVERTISING VALUE**  
 because it is geared toward the industry we serve  
 and focuses on our current and potential  
 business partners.”

—Lyle Menke, Peddinghaus Corporation, Bradley, Ill.